



In nationwide dealer showings, Pontiac Division of General Motors introduced its new line of Dual-Streak Chieftain models, featuring longer wheelbase, increased vision and new curve-control front suspension. Advanced styling is marked by smooth contours, rear fender fin and high deck lid, one-piece curved windshield, wrap-around one-piece rear windows, roomier interiors and entirely new radiator grille and chrome treatment. Above is the new Custom Catalina, one of 11 body types in three Chieftain series: Special, De Luxe and Custom. Wheelbase for all series is 122 inches, with Power Steering as optional equipment.

New Pontiac Unveiled Saturday

First of the General Motors units to announce new models, the Pontiac Motor Division unveiled its 1953 line of Dual-Streak Chieftain cars in a nationwide program of simultaneous dealer showings Saturday, according to Hohman, of Hohman & Hadenfeldt Pontiac, 505 Pacific Coast Highway, Hermosa Beach, dealer for the Torrance-South Bay area.

For 1953 Pontiac introduces a completely new line of automobiles with new roomier bodies, mounted on longer wheelbase chassis, with important improvements incorporated in styling, riding qualities, ease of steering, and equipment; and, in the case of the six cylinder model, substantially increased power, Hohman said.

Eleven body styles are incor-

porated in the new line in three series, the Special, Deluxe and Custom. They include two and four door sedans, three station wagons, a convertible coupe and two new Catalinas. An addition to the line is the two seat station wagon with folding rear seat arrangement. Each series is introduced with either eight or six cylinder engines.

Featuring the new bodies, which are immediately distinguishable from previous models by their large one piece wrap-around read windows, one-piece curved windshields, high deck contour, modern rear-fin fender design and completely revised styling of sheet metal and trim, are new luxurious and highly practical interiors.

In addition, such engineering ad-

vances as power steering, as optional equipment, modified Curve Control front suspension, ignition key starting, electronic headlight dimmers, improved Dual-Range Hydraulic transmissions, and other technical developments characterize the new cars.

Park Meet Set

Avalon-Sepulveda Park recreation council will hold its monthly meeting at 7:30 p.m. on Wednesday, Dec. 10, it was announced today by Mrs. Dorothy Kemper, park director.

Plans for the Christmas party will be discussed. The meeting will be held at the park, 23410 Cat-skill Ave. Everyone is cordially invited to attend, Mrs. Kemper said.

'53 Lincoln at South Shore Motors Now

America's most completely powered car the Lincoln for 1953, will be introduced at South Shore Motor Co., 931 Pacific Coast Highway, Hermosa Beach, and at Torrance South Shore Motors, Torrance Blvd. at Cravens Ave.

Featuring a 205-horsepower engine—the most powerful ever offered in a modern production automobile—the new Lincoln Cosmopolitan and Capri models also will have power brakes, power steering and a powered four-way front seat adjustment as optional choices.

An advanced design four-barrel carburetor, a redesigned intake manifold, larger intake valves, a new combustion chamber shape, a straight-through exhaust system and an improved air cleaner have been adopted in the famed Lincoln overhead valve, V-8 engine to give it the added power. The compression ratio has been increased from 7.5 to 1 to 8.0 to 1.

Thirteen basic colors and 30 two-tone combinations are offered. A wide variety of upholstery col-

School Citizenship Training Pays Dividends here

The rewards of citizenship and character training involved in class projects was proved this week by the action of a group of eighth graders of Greenwood School.

Recently members of the class, along with their teacher, Miss Chisholm, made a field trip to the Spanish American Institute, located at 15854 S. Figueroa St.

To express their appreciation to the faculty and students of the school thanking them for the trip and pointing out that the visit gave them many topics for discussion in the classes in Human Relations conducted in Torrance schools.

ors is included in the 1953 Cosmopolitan and Capri line; included are tweeds, fizzes, nylon, broadcloth and leather. Pleated cushions and seat backs harmonize with the interior mouldings and instrument panel.

Lincoln again in 1953 offers five distinctive models: the Cosmopolitan four-door sedan, the Cosmopolitan sport coupe, the Capri hardtop and the Capri convertible.

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General Clark Appeals to Public for Blood for Korea

Gen. Mark W. Clark, commander-in-chief of the Far East Command, asks Los Angeles and Torrance citizens to give wounded GI's "an even break with death" by donating their blood.

In a communication received here by "Dick" Felker, Torrance Branch chairman of American Red Cross, which was forwarded by the Los Angeles office, General Clark stressed that the Armed Forces in Korea require 12,000 pints of whole blood each month, exclusive of plasma and other blood derivatives.

Crucial Matter

The General appealed to citizens to "please tell your people in Torrance that we will appreciate anything they can do to help us out in this crucial matter."

"One of the decisive factors in saving lives of countless of our brave men wounded on Korean battlefields," General Clark wrote, "is the use of whole blood."

"The war in Korea is a grim one. Each day finds numbers of our men requiring many, many pints of whole blood in order that our doctors can help give them an even

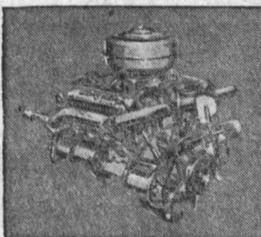
Cpl. R. R. Craig Learns Uses of Army Helicopter

Cpl. Richard R. Craig, 1639 W. 205th St., Torrance, is learning how to work with the Army helicopter in Korea, the Army reports.

He has been participating in the 25th Infantry Division's training program designed to train foot soldiers in how to clear and mark landing sites, indicate wind directions, mark hazards and assist 'copter pilots in loading and unloading the crafts.

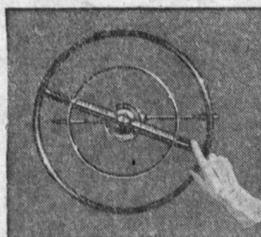
Hawthorne - Lawndale Branch, 15628 So. Hawthorne Blvd., Lawndale, 3 p.m. to 7:30 p.m. Tuesday, Nov. 18 at Long Beach Chapter, 319 W. Broadway, Long Beach, 3 p.m. to 7:30 p.m. Thursday, Nov. 20, Harbor District, 390 W. 7th St., San Pedro, 2 p.m. to 6:30 p.m. Tuesday, Nov. 25 at Long Beach Chapter, 319 W. Broadway, 3 p.m. to 7:30 p.m. Tuesday, Nov. 25 at South Bay Branch, Clark Stadium at Long Beach Chapter, 319 W. Broadway, Long Beach, 10 a.m. to 7:30 p.m. Tuesday, Nov. 11 at 7:30 p.m.

First Showing Tomorrow The New 1953 LINCOLN



205-HORSEPOWER V-8 ENGINE

from the world's greatest builders of V-8 power plants. New and incomparable performance with incredible surge and response at a toe-touch. Overhead valves, new four-barrel carburetion, and new high-efficiency exhaust system. Plus dual range HYDRA-MATIC Transmission, standard equipment.



POWER STEERING

combined with exclusive Lincoln ball-joint front wheel suspension. Lets you turn the wheel almost effortlessly at a standstill and yet gives you perfect "road feel" at all times. Makes parking a pleasure. Makes all-day driving a delight. No back spin—no fight, even over road bumps and mud.



Standard equipment, accessories, and trim illustrated are subject to change without notice. Power steering, power elevator seats, power brakes, power windows, white side-wall tires optional at extra cost.

Powered to leave the past far behind

YOU HAVE dreamed of such a car . . . a car that all but drives itself. Dream no more—for today, such a car comes to life in the new Lincoln for 1953.

Now, for the first time, power can take over your driving. Power is in the steering wheel . . . and controls the brakes. Power adjusts the front seat back and forth . . . and even up or down. And you'll find astonishing acceleration in the new 205-horsepower, overhead valve V-8 engine.

This is purposeful, functional power to make your driving far more relaxed than ever before.

This is power in the same modern living

spirit that you sense in Lincoln's clean, graceful, ground-hugging lines. In the glass-wall visibility. In the luxury of exquisite fabrics and leathers.

This is excitement that happens once in a motoring age . . . and it's happening tomorrow in our showrooms. We invite your inspection. We invite you to arrange for a demonstration drive in either the Lincoln Cosmopolitan or the Capri.

Lincoln Cosmopolitan and Capri—crowning achievements in the fine car field on the occasion of Ford Motor Company's 50th Anniversary.

LINCOLN—THE ONE FINE CAR DESIGNED FOR MODERN LIVING
—COMPLETELY POWERED FOR MODERN DRIVING

Don't miss the big television hit, "TOAST OF THE TOWN" with Ed Sullivan, Sunday evening 9:00 to 10:00. Station KNXT, Channel 2.



FIRST 4-WAY POWER ELEVATOR SEAT

At the touch of a button it moves not just forward and backward, but up and down, too! Even the back of the seat adjusts to your posture. Whether you are petite and feminine or a big six-footer, you have individual seat adjustment in all directions . . . get full advantage of Lincoln's glass-wall visibility.



POWER BRAKES

combine vacuum-hydraulic operation with Lincoln's exclusive new suspended, aircraft-type pedal action. Toe-light touch brings you to smoother, safer stops, especially at the higher ranges of the new Lincoln's performance. The last touch in driving ease and comfort.

"NEWS FLASH!"

"1953 Lincolns won First, Second, Third and Fourth places in the annual Mexican Road Race competing against 78 American stock cars under official A. N. A. supervision. This 1934 mile competition over the world's toughest course proved beyond question the unequalled performance, stamina and roadability of these beautiful new 205-horsepower Lincolns on display here tomorrow."

SOUTH SHORE MOTOR COMPANY

931 Pacific Coast Highway
TORRANCE BLVD. (Between Cravens & Enaracia)

FR. 4-3443
TORRANCE 3678

Hermosa Beach
TORRANCE 1

WATCH . . .
FOR IT!

Its' NEW!
Its' Different

Its' PONTIAC

Just in Time for CHRISTMAS

FIRST SHOWING SATURDAY DEC. 6th

At Your Local Pontiac Dealer HOHMAN & HADENFELDT Inc.

505 PACIFIC COAST HIGHWAY
HERMOSA BEACH FR. 4-8987

THE NEW 1953 PONTIAC